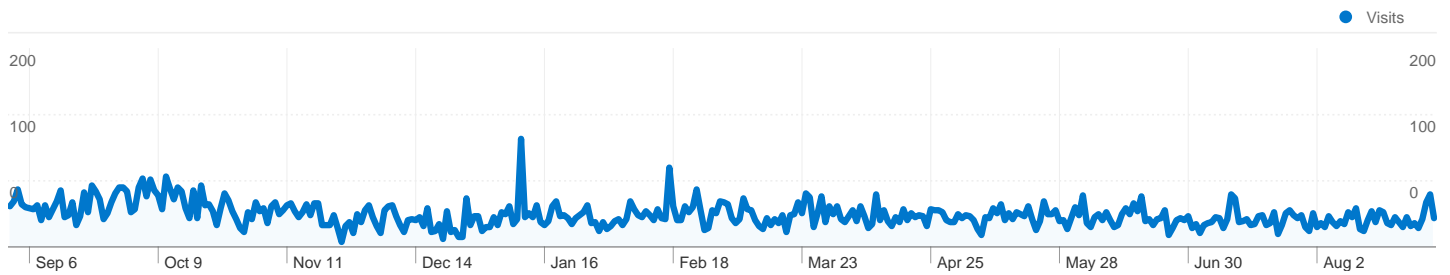


248 page titles were viewed a total of 85,021 times

#### Content Performance

<div>Pageviews</div> <div>85,021</div> <div>% of Site Total:</div> <div>100.00%</div>	<div>Unique Pageviews</div> <div>53,998</div> <div>% of Site Total:</div> <div>100.00%</div>	<div>Avg. Time on Page</div> <div>00:00:35</div> <div>Site Avg:</div> <div>00:00:35 (0.00%)</div>	<div>Bounce Rate</div> <div>39.34%</div> <div>Site Avg:</div> <div>39.34% (0.00%)</div>	<div>% Exit</div> <div>14.04%</div> <div>Site Avg:</div> <div>14.04% (0.00%)</div>	<div>\$ Index</div> <div>\$0.00</div> <div>Site Avg:</div> <div>\$0.00 (0.00%)</div>		
Page Title		Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
BEAD: Bloomington Entertainment & Arts District		58,393	35,558	00:00:33	52.35%	11.04%	\$0.00
Arts & Cultural Attractions		3,887	2,714	00:00:24	12.16%	13.46%	\$0.00
Live Music		3,302	2,161	00:00:27	9.59%	10.39%	\$0.00
Dining		2,709	1,828	00:00:31	10.40%	11.89%	\$0.00
Shopping		1,750	1,202	00:00:34	9.83%	12.63%	\$0.00
Places		1,279	973	00:00:20	12.13%	11.10%	\$0.00
Experience what makes Bloomington Bloomington		760	598	00:01:05	52.58%	35.13%	\$0.00
E-News		612	268	00:00:44	63.56%	24.51%	\$0.00
Character Districts		610	322	00:01:38	70.83%	24.10%	\$0.00
Directions		539	398	00:00:50	22.52%	20.96%	\$0.00

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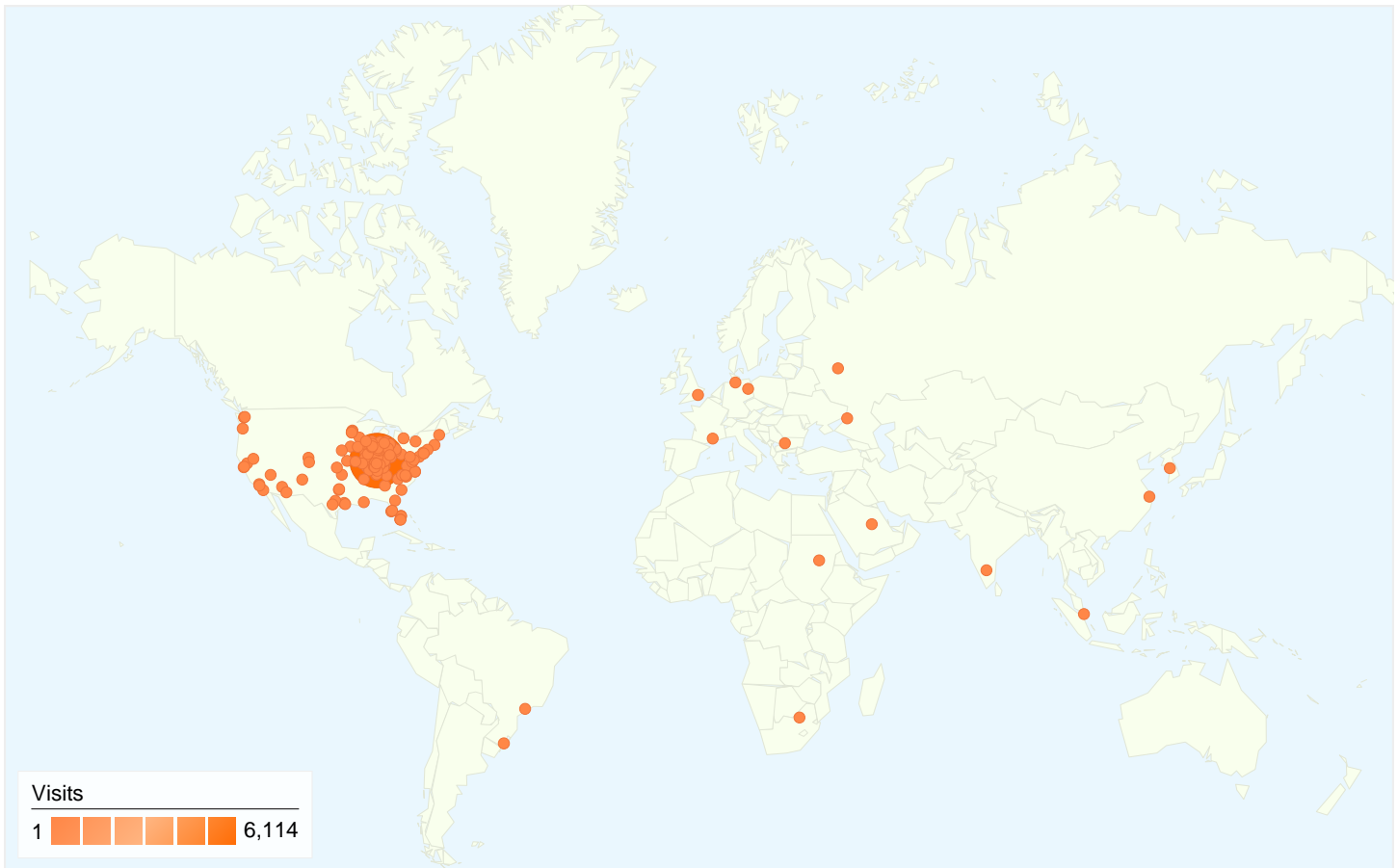


## 11,941 visits used 26 browsers

### Site Usage

<b>Visits</b> <b>11,941</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>7.12</b> Site Avg: 7.12 (0.00%)	<b>Avg. Time on Site</b> <b>00:03:35</b> Site Avg: 00:03:35 (0.00%)	<b>% New Visits</b> <b>74.94%</b> Site Avg: 74.93% (0.02%)	<b>Bounce Rate</b> <b>39.34%</b> Site Avg: 39.34% (0.00%)
Browser	Visits	Visits	Visits	
Firefox	4,140	34.67%		
Internet Explorer	4,013	33.61%		
Safari	2,212	18.52%		
Chrome	1,365	11.43%		
Mozilla Compatible Agent	42	0.35%		
Android Browser	37	0.31%		
Opera	37	0.31%		
Opera Mini	35	0.29%		
RockMelt	12	0.10%		
Playstation 3	9	0.08%		

1 - 10 of 26

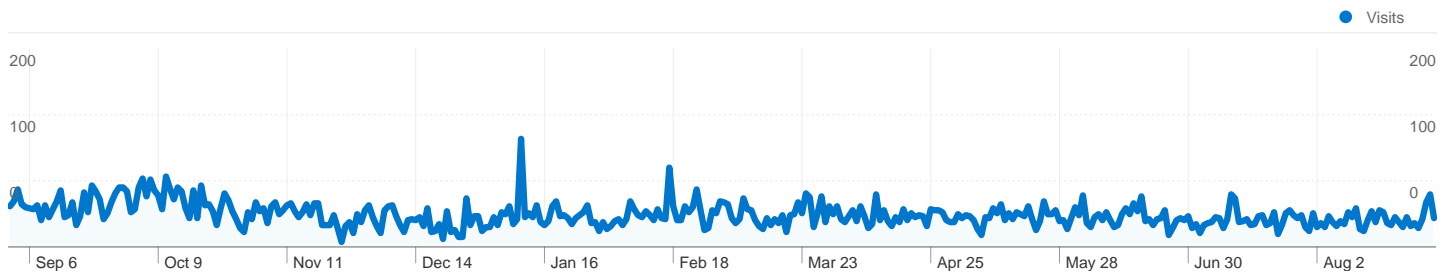


## 11,941 visits came from 1,504 cities

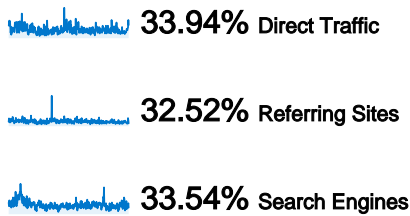
### Site Usage

Visits <b>11,941</b> % of Site Total: 100.00%	Pages/Visit <b>7.12</b> Site Avg: 7.12 (0.00%)	Avg. Time on Site <b>00:03:35</b> Site Avg: 00:03:35 (0.00%)	% New Visits <b>74.94%</b> Site Avg: 74.93% (0.02%)	Bounce Rate <b>39.34%</b> Site Avg: 39.34% (0.00%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Bloomington	<b>6,114</b>	7.56	00:04:07	67.45%	36.78%
Indianapolis	<b>596</b>	7.33	00:03:54	77.52%	37.75%
Chicago	<b>496</b>	3.76	00:01:47	70.56%	53.23%
New York	<b>155</b>	6.05	00:02:53	91.61%	41.94%
Columbus	<b>135</b>	6.71	00:03:24	78.52%	35.56%
Terre Haute	<b>112</b>	7.72	00:03:34	75.89%	22.32%
(not set)	<b>66</b>	2.47	00:03:14	86.36%	77.27%
Evansville	<b>63</b>	6.27	00:02:30	74.60%	28.57%
Stanford	<b>60</b>	6.08	00:03:24	71.67%	38.33%

Ft Wayne	53	9.38	00:03:30	73.58%	26.42%
1 - 10 of 1,504					



All traffic sources sent a total of 11,941 visits



■ Direct Traffic  
4,053.00 (33.94%)

■ Search Engines  
4,005.00 (33.54%)

■ Referring Sites  
3,883.00 (32.52%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	4,053	33.94%	if you give a mouse a cookie	82	2.05%
google (organic)	3,826	32.04%	serendipity bloomington in	80	2.00%
visitbead.com (referral)	3,366	28.19%	space 101 bloomington	78	1.95%
heraldtimesonline.com	100	0.84%	devin mawdsley	63	1.57%
google.com (referral)	87	0.73%	serendipity martini bar	47	1.17%